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N24
L E M A N S



OPENING ON 28 MAY 2026

MOTORSPORT MUSEUM

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//// RICHARD MILLE & PIERRE FILLON



■ Despite its name, motorsport is primarily about people. In the course of its history – over a century – motorsport has seen inventive, pioneering, risk-taking women and men who constantly push the limits of technology and human endeavour. Le Mans is one of the most emblematic arenas in which they have demonstrated their talents.

Just as the 24 Hours of Le Mans is more than a race, M24 –Motorsport Museum is more than a museum. It is a place to experience the emotions evoked by motor racing, past, present, and future. It is where the many glory days of endurance racing meet today's context, in terms of sport, transport and society as a whole.

M24 is home to an outstanding collection – one of the motorsport world's richest: iconic cars, unique prototypes, machines that have made history. Aside from their worth as museum pieces, these exhibits have a wealth of wisdom to impart. They tell of twists of fate, genius inventions and moments of grace.

This project is the result of a shared belief – that we make sense of history through experience. M24 is not about locking cars in glass cases to be admired from afar. We tell what they stand for and explain their legacy of innovation, performance and commitment.

In keeping with the raison d'être of Le Mans, M24 places endurance racing at the focal point of its narrative. All the same, other major disciplines – Formula One, rallying and IndyCar – do not take a back seat. Visitors are treated to a comprehensive overview of the motorsport world. M24 is open to all: seasoned racing aficionados, tourists with a passing interest, families with young children – anyone in search of an inspirational outing. The museum is a gateway to motorsport, a cultural venue, a place to celebrate collective venture.

M24 does not look to the past. It is an invitation to learn from the road travelled and imagine the motorsport of tomorrow.

**RICHARD MILLE, Co-actionnaire MACO
& PIERRE FILLON, President of the Automobile
Club de l'Ouest**

//// **PRESS RELEASE**



Located at the main entrance to the Circuit des 24 Heures du Mans, which was voted France's favourite monument in 2024, the 8,600m² M24 – Motorsport Museum will be opening its doors to the public on the morning of 28 May 2026. M24 is destined for renown in worldwide motorsport circles.

M24 is a place that celebrates the history of motoring and the drivers and engineers who constantly push limits. Divided into twelve distinct topical areas, the exhibition spans a century of racing: the 24 Hours of Le Mans, plus Formula One, endurance racing, rallying and Indycar. Iconic cars are displayed in a purpose-built setting, designed to show the masterpieces at their best.

The life-size dioramas and behind-the-scenes immersion engage visitors, inviting them to explore the facets of the most memorable races before encountering their heroes in "champions alley".



M24

LE MANS

LEWIS HAMILTON



//// PRESS RELEASE

LEWIS HAMILTON, PATRON OF M24

M24, Le Man's new museum of motorsport has enlisted the seven-time Formula One World Champion to represent the museum and its outlook.

Lewis Hamilton is to be patron of M24. Seven-time Formula One World Champion, most influential figure of contemporary motorsport, Lewis Hamilton marks M24 with his stamp of approval.

M24 opens on 28 May. It is not just another museum. It is the place where motorsport tells its own story, to people who may know nothing of it. It is an exceptional collection of cars, objects, archives, and stories that come together to recreate a century of passion, innovation and courage. M24 embraces the whole spectrum of motorsport: Formula One, endurance, rallying, motorcycle racing, single-seater racing and more. The collection is composed of history-making cars, each in their discipline.

Among them is the Mercedes W09 with which Lewis Hamilton won his fifth Formula One World Championship in 2018 – an outstanding race car, inextricably linked to the museum's patron. By accepting this role, Lewis Hamilton does more than lend his name: he represents the intentions of the museum to be a place for everyone – all audiences, of all sports, and all generations.

What's been built here is more than a traditional car museum, it's a home for motorsport, a place that tells stories of races, of people and technology that have made Le Mans and motorsport so special. M24 also brings together an incredible collection of race cars and memorabilia, including one of the biggest collections of F1 cars anywhere in the world. Alongside other legendary cars they make this place truly unique.

LEWIS HAMILTON

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KEY
FIGURES
N24

197
PIECES (NOT INCLUDING
SCALE MODELS)

48
SPORTSCARS

16
F1 PIECES

3 700
HOURS OF RESTORATION
WORK ON THE 1924
BENTLEY 3L

6
DISCIPLINES REPRESENTED:
ENDURANCE, INDYCAR,
FORMULA ONE, RALLYING,
MOTORCYCLING, CAN-AM

11
MONTHS OF
RENOVATION WORK

2026
OPENING

4 667
SCALE MODELS





A UNIQUE COLLECTION

M24 is home to one of motorsport's richest collections. All 100 cars on display are in working order and all have made their mark on automotive history.

They form a glorious legacy. Alongside them, visitors can contemplate rare objects such as the firesuits worn by three-time Formula One

World Champion Ayrton Senna and six-time Le Mans winner Jacky Ickx, as well as the incredible Rudge-Whitworth cup, the trophy presented to the first 24 Hours of Le Mans winners in 1923.

A group of talented volunteers is currently putting the finishing touches to a collection of 4,800 scale models – replicas of all the cars that have taken part in the 24 Hours of Le Mans since 1923.

►► MOTORSPORT IS AS OLD AS MOTORING

Early 20th century automobile racing was very different to the events we know today. At the time, the goal was to go from one city to another in the least time, via dilapidated roads, with no regard for safety – either of drivers or onlookers. City-to-city races drew huge crowds, until an accident during the 1903 Paris-Madrid race killed seven people, among them Marcel Renault – co-founder of the make, at the wheel of one of his factory's vehicles. In the wake of the tragedy, European governments banned road races yet were not blind to the enthusiasm they generated: no less than two million people had lined the route between Paris and Madrid. The answer was obvious: hold races on purpose-built circuits to ensure safety.

After the First World War, circuits sprang up all over Europe, and with them, races – attracting fans in great numbers. Several disciplines came about, among them the Grand Prix "formula" that we know today. In 1906, the Automobile Club de France set about recruiting a host for the first French Grand Prix. The Le Mans entry, instigated by the ACO's general secretary Georges Durand, was selected. Hungarian Ferenc Szisz won the race at the wheel of a Renault AK on the 100-kilometre-long circuit to the East of Le Mans. Spectators

flocked to watch, and the popularity made the ACO a legitimate candidate to host more national events.

Unlike other races, which were based on speed alone, endurance racing was a test of automotive reliability and prominent results gave manufacturers a sturdy sales argument.

The Automobile Club de l'Ouest set about organising the 24 Hours of Le Mans, initially named Grand Prix d'Endurance de 24 Heures. The inaugural event took place in 1923. The ACO's approach proved influential throughout Europe.

Today's championships took shape after the Second World War, starting with the motorcycle Grand Prix in 1949 – now the MotoGP – then Formula One in 1950, followed by the World Sportscar Championship in 1953. The latter included the 24 Hours of Le Mans. The World Rally Championship was introduced later, in 1973. Returning to the early 1920s, the USA, the country with the most motorists at that time, began organising markedly different races from their European counterparts.

This singularity, bolstered by the American culture, gave rise to the IndyCar and NASCAR championships, among many other major fixtures.



M24: RETHINKING THE MUSEUM

Aptly located at the entrance to the circuit, M24 celebrates living heritage. The wealth of its collections – dating from the late 19th century to the present day – and the sheer size of the project set it apart.

As a tourist attraction, M24 is the place to go to grasp the importance of the race and its spellbinding influence.

As a vector for sensations, M24 passes on the passion for racing to visitors all year round.

M24 is an immersive experience, unashamedly focused on motion and emotion. It houses the exceptional cars that are the heart and soul of a century of motorsport, in which fates were sealed, battles won and lost, and legacies built.

The diverse content caters for a wide cross-section of visitors, from petrolheads to the uninitiated seeing the sights of Le Mans.

M24 stands for challenge, innovation and adventure.



WHY IS THE 24 HOURS OF LE MANS RUN ON PUBLIC ROADS?

In 2026, like every year, the 24 Hours of Le Mans will be run on ordinary roads. The circuit is mainly composed of roads open to the public the rest of the time. As such, the circuit actually only exists for a few days a year!

When the event was initiated, most of the French road network was in a state of disrepair. Co-founders Georges Durand and Charles Faroux decided to use the race to highlight the issue and convince authorities to resurface national highways. It was their role to defend motorists' interests.

In 1926, the ACO took things further and tested three different surfaces around the circuit to determine which was the most resistant, before submitting the results to the government. The Mulsanne Straight was the first French road to sport a centre line – in 1933. The circuit had become a testing ground.

A few years after the end of the Second World War, the race resurfaced, still with the emblematic road sections. The Mulsanne Straight remains a public road today, but there is a speed limit!

Its circuit sets the 24 Hours of Le Mans apart and stands as a reminder of the pioneering spirit that has always characterised the ACO.

//// AMBITIOUS ARCHITECTURE AND MUSEOGRAPHY



The idea for M24 blossomed in 2022, when the ACO, represented by Pierre Fillon, and Richard Mille formed a joint venture named MACO. A huge building project began, involving the renovation of the existing site and an extension designed by architect Frédéric Audevard. One of the main challenges was to complete the work in less than a year, in time for the 2026 24 Hours of Le Mans.

RENOVATION AND EXTENSION: A COLOSSAL UNDERTAKING

M24 is composed of two parts: the initial building dating from 1961, which has been entirely renovated, and the extension designed by Frédéric Audevard, which brings the new exhibition area to a total of 8,600 m².

The extension required a wide array of experts to work side by side in harmony. The 24 Hours of Le Mans museum remained open to the public

until the end of the 2025 Le Mans Classic in early July and M24 is scheduled to open before the 2026 24 Hours of Le Mans.

Philippe Moraçais and the company CMB oversaw the project. No fewer than 14 different trades and 23 companies – most of them located in the region – were involved in the project destined to contribute to the local economy.

▶▶ MOA / AMO

OPERATOR
Automobile Club
de l'Ouest

OWNER
MACO

**ASSISTANT
TO OWNER**
CMB

▶▶ ENGINEERING

ARCHITECT
Audevard Architecture

SCENOGRAPHY
The Immersers

**CONSTRUCTION
ECONOMIST**
Cecia Ingénierie

**ROAD AND NETWORKS
CONSULTANCY**
Soderef Développement

**STRUCTURE
CONSULTANCY**
Sigma Ingénierie

O.P.C
CMB

**FIRE AND SECURITY
COORDINATOR**
BATTIS

GEOTECHNICIAN
Ginger Sarthe Mayenne

TECHNICAL AUDITOR
Bureau Veritas

**HEALTH AND SAFETY
COORDINATOR**
Apave

▶▶ COMPANIES

SHELL
Sadrin Rapin

INTERIOR JOINERY / SIGNAGE
Leroi Menuiserie

SPECIAL FOUNDATIONS
Botte Fondations

STEEL FRAMEWORK / IRONWORK
CMG

**ROOFING / CLADDING /
WATERPROOFING**
LCB

EXTERIOR JOINERY
Miroiterie Lebrun

DRYWALL / CEILING
Vallée Bâtiment

EXCAVATION / ROAD AND NETWORKS
HRC Eurovia

RESIN
TBSO

PAINTWORK
Lucas Le Mans

ELEVATION
Orona

PLUMBING / VENTILATION
Clim MA

ELECTRICITY
Barbé Devaux

FRÉDÉRIC AUDEVARD / ARCHITECT, AUDEVARD ARCHITECTURE



M24 boasts a strong architectural character, inspired by the aerodynamics, speed and adrenaline at play in motor racing, and in particular the prototypes on the grid of the 24 Hours of Le Mans.

Continuous strokes and taut shapes resemble racing lines. Inside, the flow of visitors advances smoothly, like the air around a race car. Not only does this building house high-performance objects, it embodies them.

Precisely managed natural light accompanies visitors throughout the museum, illuminating the exhibits cleanly and effectively. Technology is replaced by an immersive scenography, where

architecture combines with content to heighten emotions.

M24 meets the strictest environmental standards. The project includes a green roof designed to manage varying amounts of rainwater thanks to harvesting and drainage. The building materials – such as aluminium, which is lightweight, durable and recyclable – were selected for sustainability and responsibility.

Respectful of its environment, M24 establishes a dialogue with the surrounding landscape. This approach is in line with the Automobile Club de l'Ouest's ambitious CSR strategy, a vision where architectural innovation, environmental responsibility and sporting heritage come together.

IMMERSIVE MUSEOGRAPHY

The Immersers, a scenography company based in Nantes, have orchestrated the collections with a type of museography new to the automotive world with the goal of drawing visitors into the narrative. Raphaël Daguet and his team take immersion seriously. They don't design museum tours, they take visitors into another world.



RAPHAËL DAGUET / SCENOGRAPHER, THE IMMERSEERS



In 2021, the ACO and Richard Mille asked us to help them design M24 – Motorsport Museum. We took on the collective project in true entrepreneurial spirit,

embracing both the opportunities and the risks involved. Each party had its own vision: the ACO which saw Le Mans turn a craft into an industry and then an art form; Richard Mille, who always seeks the very best setting to show off a jewel; Frédéric Audevard, who designed the setting – the place, the volumes, the functionality; and us, The Immersers, whose role was to articulate the pieces, and bring the place to life. Our method is a narrative one. We draft and present a story that takes visitors on a journey through time, using technology as a means, not an end. To tell a story, you first need to gather people around a narrator. We are a collective of designers and architects who create spellbinding experiences.

In that sense, M24 is a journey. The cars displayed pay us the honour of stopping by to give us a glimpse of their lives as champions. We meet their drivers, their mechanics – our fellow enthusiasts. The narration takes place over a weekend, between 1923 and 2026 and relates

the history of racing and of the race. Visitors wander between eras, from the scrutineering sessions in the city, when the 24 Hours of Le Mans encounters the public, to the finish, taking in all the landmark moments along the way.

The dual temporality creates the immersion. Visitors live the legend. The journey includes a materials library inviting us to touch steering wheels and firesuits. Other immersive moments include the life-size diorama depicting actual scenes, and the night-time experience, which uses technology to travel between decades. The introspective experience takes place in a specially designed room, flanked by three gigantic (30 m x 6 m) abstract murals inspired by Pierre Soulages, suggesting that race cars have become works of art.

M24 is probably the most theatrical of automotive museums. Of course, it is difficult to imagine displaying such huge works. A car is very different from a painting. We set out to create time capsules, excerpts of life – with drivers, teams and fans – to generate emotion, feelings, and a true sense of history. We are proud to have given ourselves the means to achieve that ambitious goal.

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IN THE MIDST OF THE COLLECTIONS

A NEW KIND OF TOUR

On entering, visitors embark on a 24-hour-long adventure.

First, scrutineering, the iconic preamble to the famous race. The checks have always taken place in public, in Le Mans city centre, to take the race to the local people.

In the second room, the race start. At 4 p.m. on the dot the 24 Hours of Le Mans begins. The field sets off for a gruelling day and night.

The tension is spine-tingling. At Le Mans, the start – be it standing or rolling – is unique. Beautiful. Stressful. The room conveys all the weight of the moment.

A side track takes in an exhibition on the Bollée family.

▶▶ THE BOLLÉE DYNASTY

In a tribute to its local roots, M24 tips its hat to the Bollées, a family of inventors well-known in Le Mans. Originally bellfounders, in the space of three generations the Bollées made a lasting impact on automotive history.

Ernest-Sylvain settled in Le Mans in 1842, but his son, Amédée (1844-1917) is the central figure of the dynasty. In 1873, he invented L'Obéissante, a steam-powered 12-seater vehicle that could travel at 40 kph. Then came La Mancelle (1878) and its front-mounted engine, modern gearbox and differential, followed by La Rapide in 1881, the first car to cover a kilometre in a minute. Thanks to his inventions, Amédée Bollée made a significant contribution to car manufacturing in Le Mans and in France.

His sons followed in his tracks. In 1898, Amédée Junior (1867-1926) built the

first aerodynamic aluminium bodywork, which he used with success in races. Léon (1870-1913), the all-rounder, invented the Voiturette in 1896 and hosted the first flight demonstration in Europe, by brothers Orville and Wilbur Wright, in 1908.

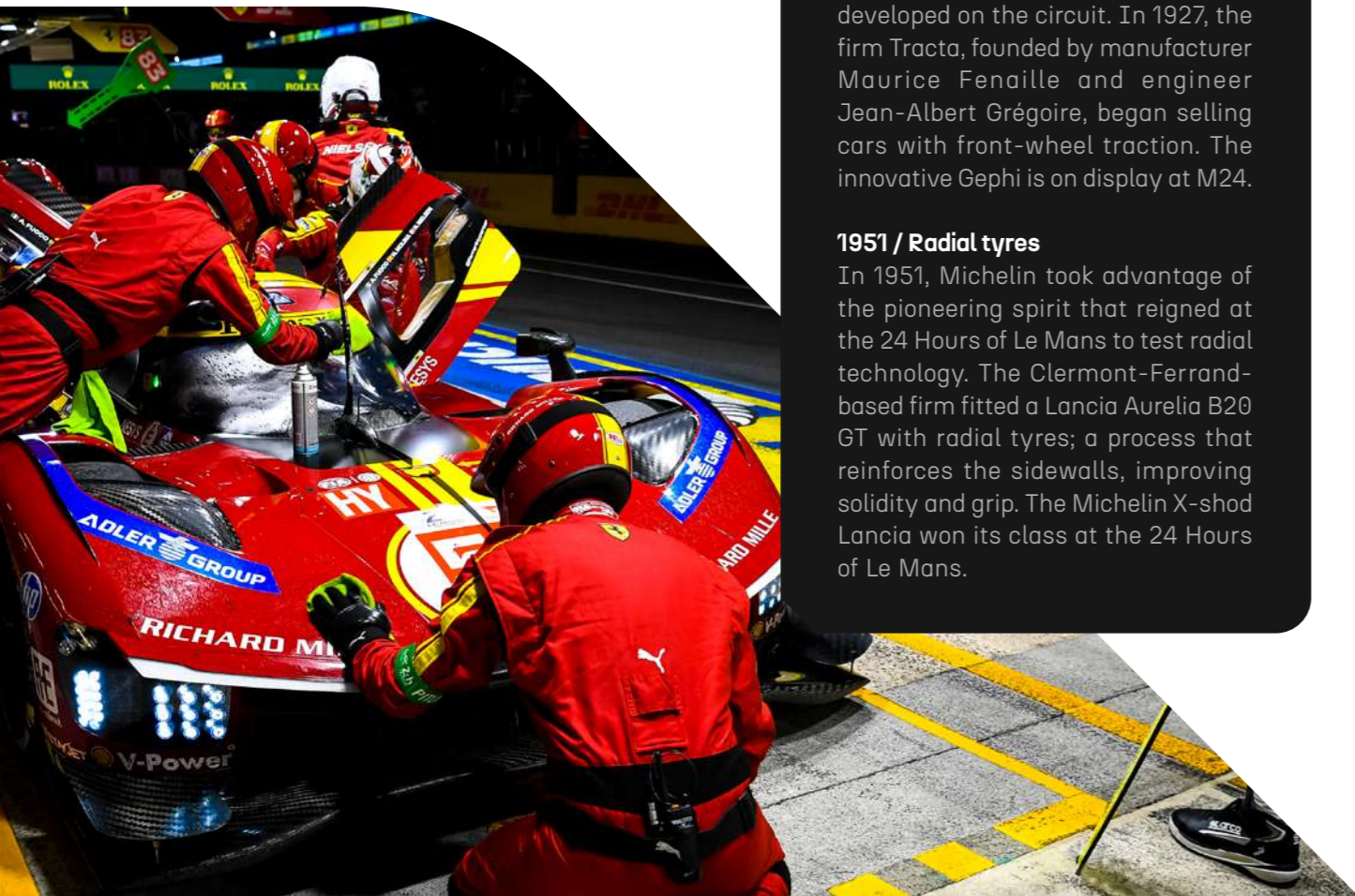
The aviation pioneers took off from the racecourse on the Mulsanne Straight in their Flyer III, emphasising the city's reputation for innovation. The founders of the ACO used that aura as a selling point in their quest to host the first Grand Prix de France in 1906, and introduce a new race, the 24 Hours of Le Mans, in 1923.

Within a few decades, the Bollées laid the technical foundations of the modern car, well before Peugeot and Renault became household names. Their legacy is apparent throughout the city of Le Mans and one of its main streets bears their name. M24 also celebrates their work.

This part of the race contrasts from the rest. As night falls, tiredness creeps into the cockpit, darkness cloaks the track heightening drivers' senses, calling on their reflexes.

Around the circuit, it's party time. Barbecues are lit, and fans rejoice. Ever since 1923, drivers and spectators fall under the spell that is cast at sundown. At M24, you feel the full spectrum of emotions as the hours tick by, thanks to the technology employed, and the masterful lighting.

It is often at night that mechanics work their magic in the pit lane, when drivers fall prey to the perils of the darkness and machines show signs of wear. Which brings us to the next room, where visitors are beckoned behind the scenes. The view of the museum workshop illustrates the hive of activity in the garage of an endurance race. Now is the time to highlight the many major inventions tested and approved at the 24 Hours of Le Mans. The event has always led the way forward.



▶ MAJOR INNOVATIONS ORIGINATED AT LE MANS

Ever since 1923, the 24 Hours of Le Mans regulations have encouraged manufacturers to be inventive and use the race to test and improve new technology destined for wider implementation. The standpoint defended by cofounder and first race director Charles Faroux remains a lynchpin today. Here is Le Mans' contribution to motoring.

1926 / Fog lamps

First fitted on the Lorraine-Dietrich entered for 1926 race, the Marchal cyclops headlamp is the ancestor of today's fog lamps. It was a godsend for drivers in the former Maison Blanche section, which was often cloaked in mist rising from the neighbouring river Roule-Crottes.

1927 / Front-wheel drive

Although not invented in Le Mans, front-wheel drive was partly developed on the circuit. In 1927, the firm Tracta, founded by manufacturer Maurice Fenaille and engineer Jean-Albert Grégoire, began selling cars with front-wheel traction. The innovative Gephy is on display at M24.

1951 / Radial tyres

In 1951, Michelin took advantage of the pioneering spirit that reigned at the 24 Hours of Le Mans to test radial technology. The Clermont-Ferrand-based firm fitted a Lancia Aurelia B20 GT with radial tyres; a process that reinforces the sidewalls, improving solidity and grip. The Michelin X-shod Lancia won its class at the 24 Hours of Le Mans.



Then, 4 p.m. comes round again, bringing with it the chequered flag and the ensuing celebrations. The relief at having finished unscathed, the joy at having triumphed. The finish line at Le Mans forges destinies. The last room in this section focuses on crossing that line. The split second that has changed thousands of lives since 1923.

Visitors are accompanied by mediation processes throughout the tour, with an interactive circuit, a materials library where they can touch steering wheels, driving gloves and a host of other key racing elements usually beyond the reach of the general public.

1953 / Disc brakes

At the 1953 24 Hours of Le Mans, the Jaguar C-Types sported an innovation that was to revolutionise the automotive industry: disc brakes. More powerful and effective overall than drum brakes, the new equipment gave the British cars a distinct advantage on the Circuit des 24 Heures du Mans with its numerous fast straights. Two C-Types finished the race in first and second place, partly thanks to the technology that we take for granted today.

2006 / A diesel for the win?

In many minds, diesel is associated with trucks and vans. In the mid 2000s, Audi, then Peugeot developed high-performance diesel engine endurance prototypes. The Audi R10 TDI and its V12 diesel engine won the 2006 24 Hours of Le Mans, proving that the economical fuel could also triumph in the world's most prestigious motor race. Between 2006 and 2014, all the Le Mans-winning cars ran on diesel, or diesel-electric hybrid systems (2012-14).

2011 / Lighting up the night

Lighting was an issue right from 1923, vision being essential for survival when hurtling through the darkness. In 2011, Audi introduced LED optics on the R18 TDI and laser lamps in 2014 on the R18 e-tron quattro. Not only were these solutions more effective, they were also more energy-efficient – a recipe for success at Le Mans.

The second stage of the visit takes place in the extension. Flooded with natural light, the new building focuses on the wider story of motor racing. First, a focus on the USA, via IndyCar and Can-Am, two championships emblematic of North American culture.

Then the spotlight turns to Formula One. A wide array of models dating from the 1950s to the present are displayed in the vast area. Formula One is the pinnacle of motorsport. Begun in 1950, the championship has been won by the greatest drivers the world has known. The discipline thrives not only on heroic driving but also the sort of ingenious thinking that produces ever-faster cars. The quest for supremacy breeds invention. Only the very best racing teams have

attained the height of glory: among them Ferrari, Lotus, McLaren, Mercedes-Benz, and Williams. The championship has produced drivers of great renown, several of whom – Fernando Alonso, Juan Manuel Fangio, Jim Clark and Phil Hill for example – have also taken part in the 24 Hours of Le Mans, which is not surprising given its high profile. This explains why Formula One takes pride of place at M24.

All the same, space is also devoted to rallying and rally-raid, two other extremely popular disciplines. Visitors are treated to dioramas featuring Formula One and endurance racing. These displays translate the atmosphere in minute detail. (contd.)

THE 24 HOURS OF LE MANS DURING THE SECOND WORLD WAR

Having taken place 16 times when war broke out in Europe in 1939, the reputation of the 24 Hours of Le Mans was already well established. The 1939 race was fraught with tension, totalitarian regimes having permeated motorsport with the intention of demonstrating their technological superiority.

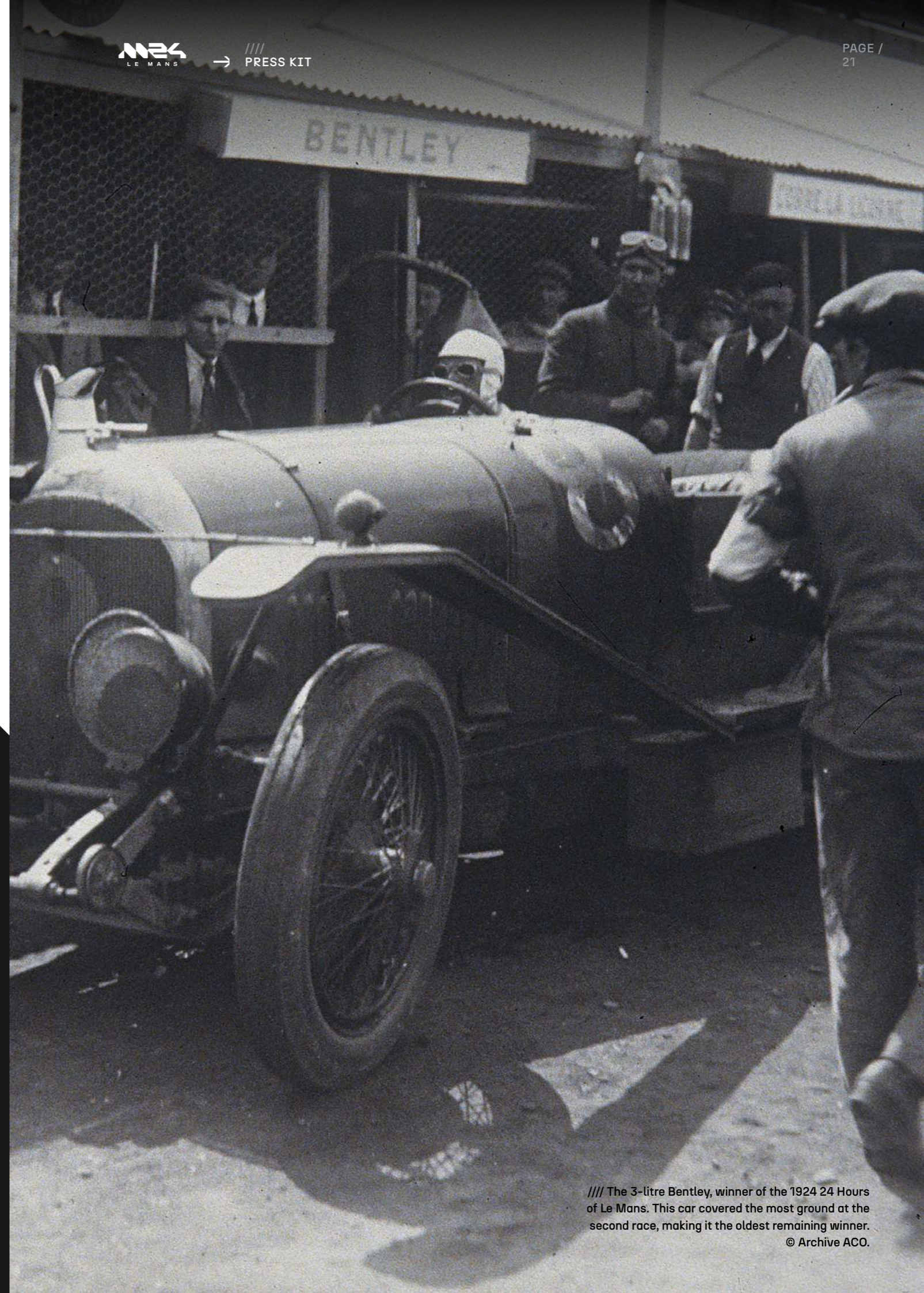
Given the circumstances, the 1940 race was cancelled. The ACO took on a new role: aiding troops, assisting refugees, working with the Red Cross and sending parcels to workers in forced labour camps.

Later, Le Mans became a target for the Allied Forces, in particular due to the presence of German General Friedrich Dollmann in the city and an aeroplane engine factory located near the circuit. American bombs, dropped

from a height of 5,000 metres with little precision, destroyed more than their targets.

By the end of the war, there was nothing left of the circuit buildings, grandstands and pit lane. Undeterred, the ACO set about rebuilding the infrastructure. Attempts to restart the race in 1947 and 1948 were aborted due to petrol rationing, and, after an investment of 100 million old francs, the 24 Hours of Le Mans finally restarted in 1949, attracting 100,000 spectators.

The starting ceremony was officiated by Christian Pineau, minister and member of the resistance, whose presence underlined the event's national importance. When Luigi Chinetti and Lord Selsdon's Ferrari 166 MM crossed the line, the race organisers shared in their triumph. The ACO had managed to reinstate its pride and joy.



/// The 3-litre Bentley, winner of the 1924 24 Hours of Le Mans. This car covered the most ground at the second race, making it the oldest remaining winner.
© Archive ACO.

BOWING TO ICONS

Champions alley pays tribute to 35 of motorsport's key figures.



ODETTE SIKO

The pioneer

Several women have made their mark on the 24 Hours of Le Mans. The legendary Odette Siko is one of them. Born Odette Séguin in Paris in 1889, she was one of the pioneers of women's motorsport. In 1930, she took part in her first 24 Hours of Le Mans with Marguerite Mareuse in a Bugatti Type 40. The pair finished seventh overall, and first in class, having completed

132 laps without a hitch, crossing the line to an ovation and earning much praise from the international press. In 1932, teamed with Louis Charavel, Siko came fourth overall – setting a record in women's motorsport that still stands today. Her last Le Mans, in 1933, turned into a nightmare when she lost control of her Alfa Romeo in a rain shower, hitting several trees before the car caught fire. Ejected from the car, she came away with a broken wrist and a partially burned leg, but never returned.

She continued as a rally driver, setting 25 world speed records at Montlhéry in 1937, before the Second World War put an end to her sporting career. Odette Siko died in 1984, having written a chapter in motorsport history. A symbol of female emancipation, Siko paved the way for many other women drivers, and her legacy lives on.



TOM KRISTENSEN

Mr Le Mans

Tom Kristensen has won Le Mans more times than anyone. His record is a demonstration of consistency.

In 18 starts between 1997 and 2014, the Dane won nine times and took five other podium places, failing to finish on only four occasions.

He began with resounding success, winning the race on his first attempt in 1997, aged 30, at the wheel of a Porsche prepared by Joest Racing. Kristensen had started as he meant to go on. As the lynchpin of the Audi campaign, he won six times in a row, with seven different teammates between 2000 and 2005, a unique feat in the history of the race. In 2003, he drove for Bentley, earning the British firm its second Le Mans crown. The first was in 1930.

He broke Ickx's record on 19 June 2005, with his seventh win. He went on to triumph twice more, in 2008 – an outstanding performance in pouring rain – and 2013. Nine victories in all. The new Mr Le Mans retired in 2014 and his record still stands. A symbol of Audi's success, Tom Kristensen is one of the 21st century's best-known endurance racing drivers.



JACK ICKX

Sauntering towards victory

Jacky Ickx is one of the most emblematic drivers in the history of the 24 Hours of Le Mans. He won the race six times in 17 starts between 1966 and 1985, taking five pole positions – an unbroken record – and three more podium finishes. His success earned him the nickname “Mr Le Mans”, which was passed on to Tom Kristensen several decades later. Ickx is especially famous for the start of the 1969 race. At the time, Le Mans was a standing start, with drivers running across the track to their cars, jumping in and heading off full pelt. Protesting against the lack of regard for driver safety, Ickx pointedly walked to his

car and attached his seat belt before setting off from the back of the field. The Ford GT40 he shared with Jackie Oliver climbed through the ranks, reaching the front, and engaging in a furious battle for the lead with Gérard Larrousse and Hans Herrmann in the Porsche 908. Ickx emerged victorious, with just 120 metres to spare – the smallest gap ever recorded between two cars still in the race.

The following year, the Le Mans start was replaced with a fan formation standing start, with drivers already at the wheel at the wave of the flag. Ickx went on to drive for Ferrari, Mirage and Porsche. In 1976, with teammate Gijs van Lennep, he drove the Porsche 936 that achieved the first Le Mans win with a turbocharged engine. The following year he once again made an incredible comeback from the back of the field to clinch the trophy. Despite his nickname, Ickx's success was not limited to Le Mans. He also had an excellent track record in Formula One and rally-raid, which both feature in the museum.



AYRTON SENNA

Immeasurable talent

“Magic Senna” stood apart. Possessed by the quest for victory, the Brazilian, born in São Paulo in 1960, played a major role in raising the popularity of Formula One in the 1980s and 1990s. Having mastered go-karting in Brazil, he headed for the UK in 1981 to learn how to drive a single-seater. He went from triumph to triumph in Formula Ford, then Formula 3, before making his F1 début in 1984 with the humble Toleman team. He immediately made a name for

himself, clawing back from thirteenth place on the waterlogged Monaco circuit, overtaking his opponents one by one. He was poised to take the lead when race control called a red flag. There began years of rivalry with Alain Prost, who won that day.

In 1988, he joined McLaren as Alain “the Professor” Prost's teammate. In the first season, they dominated their opponents, winning 15 of 16 rounds and Senna's maiden driver's championship title. The rivalry continued, with the two men waging battle at Suzuka in 1989 and 1990.

World champion in 1988, 1990 and 1991, Senna won 41 Grand Prix and 65 pole positions in his 11-year career. He was lauded for his exceptional wet weather driving, in particular his performance at the Portuguese Grand Prix in 1985.

Senna joined Williams in 1994 with the firm intention of claiming a fourth world title. But on 1 May that year he lost control of his car on the Tamborello corner at Imola and hit a concrete wall. He died hours later. He was 34.

Brazil declared three days of national mourning and millions of people took to the streets to pay tribute to their hero. Thirty years on, his aura remains. His name is still synonymous with genius, passion and daring.



MICHAEL SCHUMACHER

The Red Baron

It is impossible to evoke the history of Formula One without mentioning Michael Schumacher. The German driver made his debut in Formula One in 1991, replacing Bertrand Gachot at Jordan. Benetton sensed his talent and hired him on the spot. The same year, he took part in the 24 Hours of Le Mans with Mercedes-Benz, clocking the fastest lap in the race. He took his first win with Benetton in 1992, and was world champion in 1994 and 1995. He joined Scuderia Ferrari in 1996 to take the Italian firm back to the top. In 2000 he won eight out of 16 Grands

Prix to become world champion for the third time. He went on to claim four consecutive titles from 2001 to 2004, breaking Juan Manuel Fangio's record set in the 1950s. The Ferrari team, under Jean Todt's management, was a well-oiled machine: precise, perfect. "Schumi" played his role to a tee, leaving his opponents little chance.

In 2004, at the wheel of a Ferrari that knew no bounds, he won 13 of 18 Grands Prix, including 12 of the first 13 rounds. Michael Schumacher's record totals 91 victories, 155 podiums and 68 pole positions. He announced his retirement in 2006 but signed a three-year deal with Mercedes in 2010 after which he ended his career definitively. Schumacher is more than a champion.

In the early 2000s he embodied determination and the will to win, possessed by a fiery spirit rarely seen in top-level racing. More than a winner, the Red Baron defined an era.



SÉBASTIEN LOEB

Whatever the conditions

Rally racing has its fair share of esteemed figures. Sébastien Loeb is one of the most successful racing drivers of all time, across all disciplines. Spotted by a national scout, he began rally racing in 1995. He won his maiden victory as a WRC driver in 2002 at the Rallye Deutschland in Germany.

The following year he had a seat for the full season with Citroën. There began his unprecedented domination of the rally scene.

Loeb and his co-driver Daniel Elena won the WRC nine times in a row with Citroën between 2004 and 2012. He totalled 80 wins in 184 races, a record that still stands. Loeb was outstanding in all conditions, on all surfaces.

His love of racing stretched far beyond the WRC. He shattered the Pikes Peak International Hill Climb record in 2013, the first to break the nine-minute barrier.

He also finished second at the 2006 24 Hours of Le Mans, before moving on to the World Touring Car Championship, rallycross, the Rallye Dakar – he was second in 2022 – and Extreme E. He won the Monte-Carlo rally with Ford in 2022, becoming, at 48, the oldest winner of a championship race. Yet another record.

His long career and his versatility have made him a monument of motorsport.



MICHÈLE MOUTON

The queen of rally racing

Michèle Mouton, born on 23 June 1951 in Grasse, was at the fore of national rally racing when Audi offered her a place on their World Rally Championship team in the early 1980s.

With Italian Fabrizia Pons as co-driver, she revolutionised the discipline by becoming the first female professional driver in the WRC.

Mouton's speed was ideally suited to the iconic four-wheel drive Audi Quattro. Her triumph at the Sanremo rally in 1981 made her the first – and to date only – woman to win a WRC race.

In 1982, she triumphed three times, in Portugal, Greece and Brazil, earning her second place

in the championship behind Walter Röhrl. She continued her career with Audi.

It was the world championship's golden era. The Group B class, which comprised all the big names – Audi, Peugeot, Lancia, MG, etc. – was outstandingly popular. Michèle Mouton continued to be successful in the WRC, before adding another trophy to her cabinet.

In 1985, she became the first woman and the first European to win Pikes Peak International Hill Climb in the USA, at the wheel of an Audi, breaking the record for the fastest ascent.

Given her track record, which also includes a 24 Hours of Le Mans class win, Mouton is widely considered the best woman driver of all time.

Three-time Formula One World Champion Nicky Lauda called her Superwoman.

Her talent, her achievements, her fight for gender equality in motorsport and her work on safety improvements in rallying earned Michèle Mouton the FIA Lifetime Achievement Award in 2024.



DAVID VS GOLIATH

Jean Rondeau's famous feat is among the exploits to have shaped the legend of the 24 Hours of Le Mans. Born in Champagné, not far from the circuit, Rondeau was a fan from a young age. He dreamed of becoming a racing driver, but he was also interested in building cars. Time passed, and his obsession remained. In 1976, having taking part in the race several times, he entered his own self-built prototype, fitted with a Ford engine. His cars were named after his sponsor, wallpaper brand Inaltera.

Despite a limited budget compared to major manufacturers, his team met with success and earned respect in endurance racing circles. In 1980, Rondeau found himself head-to-head with Jacky Ickx and Reinhold Joest's Porsche. David vs Goliath. That year, Jean shared the wheel of the Rondeau M379 with the

legendary Jean-Pierre Jaussaud.

Rain played a part in the battle, and the French team took the upper hand in the early hours of Sunday morning when the Porsche lost time in the garage with a gearbox problem. But the race was far from over. With 45 mins on the clock, Jaussaud sent the car into a spin on the rain-drenched course and stalled. It took him three attempts to restart the engine. A nail-biting moment. Then, consecration.

Jean Rondeau made history as the only driver to win the 24 Hours of Le Mans at the wheel of his own car – a feat that merited an invitation from French President Valéry Giscard d'Estaing.

Rondeau died in a road accident in December 1985, but his prototypes continued to be raced by private teams – a tribute to his engineering prowess.

Finally, to grasp the weight of 24 Hours of Le Mans history, cast an eye over the collection of scale models. The visit ends with a display of 4,800 1/43 models comprising every car that has ever started the race, since 1923. Four volunteers take responsibility for the upkeep of

the incredible collection. They ensure that the models correspond to the actual cars, going so far as to change a 3-mm long windscreen wiper if it isn't true to life. Meticulously replicated scenes accompany the fabulous display of models.



AN ARRAY OF PRICELESS PIECES

Begun in the 1960s, augmented by private collectors, the ACO collection is composed of many endurance cars, and rare objects from the motorsport scene, such as gloves, firesuits, and trophies.

The collection forms the backbone of M24, to which is added the Richard Mille collection covering the whole spectrum of motorsport, from Formula One to rally racing. The vast majority of the models are in perfect working order. Their engines are started frequently and they are serviced in the M24 workshop.

Careful attention is paid to the authenticity of their chassis, ensuring it matches their track record. Therein lies the excellence: the MACO philosophy gives a new lease of life to retirees.



THE JEWELS IN THE CROWN

Of the hundred or so vehicles on display, ten are true masterpieces. These cars are of considerable historic importance, or are particularly innovative, successful, or sport an outstanding design.

PORSCHE 917LH 1971



Dubbed “sports car of the century”, the Porsche 917 is a legend. This version bears the letters LH for Lang Heck (long tail in German) in reference to the shape of the rear bodywork. The shape enabled greater top speed on the Mulsanne Straight: 386 kph. Racing engineer Ferdinand Piëch wanted a prototype tested in wind tunnels to ensure optimum rapidity on straights. The 917 LH made an impression on the 24 Hours of Le Mans without actually winning the race.

In 1971, the car broke several records that still stand today. Jackie Oliver set a lap record of 3:13.6, averaging over 250 kph for the first time. It remains one of the fastest qualifying times in the history of the race. The cultural impact of the 917 LH is significant.

In the early 1970s it set the standard for sports prototypes. Its distinctive-sounding flat-12 engine contributed to its reputation, as did its liveries, not to mention its starring role in Steve McQueen’s 1971 film *Le Mans*.

The 917 is an icon, and the LH version, although not a Le Mans-winner, deserves the limelight.

TRACTA GEPHI 1928



The Tracta reflects the values of the Automobile Club de l’Ouest: innovation and technological research. Front-wheel drive was introduced in the 19th century, but was deemed dangerous and unreliable. In 1926, rich manufacturer Pierre Fenaille and engineer Jean-Albert Grégoire – a Polytechnique graduate – set about building a front-wheel-drive racing car. Fenaille declared that he would put up the money, as long as the car was markedly different. So Grégoire devised a constant-velocity joint which worked on the principle of the double tongue and groove joint, which rendered front-wheel drive truly effective. The Tracta Gephi (a contraction of Grégoire and Fenaille) was entered in the 1927 24 Hours of Le Mans and was one of only eight cars to finish that year, out of 22.

Tracta became a familiar feature at the 24 Hours of Le Mans in the following years, and the brand was popular with fans and observers. Jean-Albert Grégoire even drove his own cars in the race from 1927 to 1930. Given its consistent race performance, front-wheel drive gradually became the norm for road cars.

These days, most of the world’s cars use front-wheel-drive technology. Grégoire and Fenaille’s work played a part in its widespread use in mass produced vehicles.

MAZDA 787B 1991



The year 1991 saw a Japanese carmaker win the 24 Hours of Le Mans for the first time, and the only victory with a rotary engine, the hallmark of Mazda. Despite being frowned upon within the FIA, the manufacturer continued to develop the technology until 1990. In 1991, Mazda was granted a final derogation to enter the four-rotor 787B.

The car’s perfect combination of performance, reliability and fuel efficiency defied the odds to triumph over world champions Sauber Mercedes,

defending champions Jaguar and the formidable Peugeots. Johnny Herbert, Volker Weidler and Bertrand Gachot, its three drivers, achieved a feat to be proud of. Herbert, who was at the wheel for the last stint, crossed the finish line overcome with exhaustion,

collapsing at the sight of the chequered flag. The podium celebrations having taken place while he was at the infirmary, he was treated to a special ceremony in 2011 on the 20th anniversary of the victory.

Thanks to its rotary engine, the Mazda 787B has a special place in 24 Hours of Le Mans history. Japanese television channels suspended their programmes during the closing hours of the race, to provide live coverage to the millions of viewers on tenterhooks.

TOYOTA TS050 2020



The TS050 marked the beginning of Toyota’s reign at Le Mans. Unveiled in 2016, the car was entered for the FIA World Endurance Championship that year. Thanks to the prototype, Toyota claimed its first 24 Hours of Le Mans in 2018, an astounding 33 years after its

first participation, and following two particularly difficult years. The following year saw a repeat performance. Once again fielded in the WEC, the TS050 took a third victory at Le Mans thanks to Sébastien Buemi, Brendon Hartley and Kazuki Nakajima, and five other championship races. Drivers Mike Conway, Kamui Kobayashi and José María López earned the manufacturer the world title.

The car holds the record for the fastest lap on the Circuit des 24 Heures du Mans, set by Kobayashi in 2017 (3:14.791), and the fastest lap during the race (3:17.197), clocked by Conway in 2019.

The TS050 weighs heavily in the history of Le Mans as the last LMP1 to win before the Hypercar class was introduced in 2021, and as the fastest single-lap model at the 24 Hours of Le Mans to date.

FERRARI F2002


A complete rework of the F2001, the F2002 had a different chassis, with a sleeker rear, improved aerodynamics and a lightweight titanium gearbox.

At the time, the Prancing Horse's domination of the discipline knew no bounds. The Italian team led by Jean Todt included celebrated technical director Ross Brawn and designer Rory Byrne.

Nothing was left to chance. Its Bridgestone tyres were custom-made especially for the car.

The F2002 and its vocal V10 engine was one of the most successful Formula One cars of all time, claiming 15 out of 17 Grands Prix in a season, nine one-two finishes and ten pole positions. Needless to say, Ferrari won the manufacturer's championship that year, with a total of 221 points thanks to Schumacher (11 wins) and Barrichello – as many points as the ten other teams together.

By the 11th race, Michael Schumacher was assured of his fifth title, a record previously held by Juan Manuel Fangio. With the F2002, the German driver earned a podium place at every single race of the season, third being his worse result. That feat has not been equalled since.

MASERATI 250F V12


The end of the 2-litre class in late 1953 and the subsequent new regulations gave Maserati the opportunity to rework the Maserati 6C 2500. The new model was named 250F, for 2500cc and Formula One. Although best known in its six-cylinder version, the Maserati also existed as a V12 of equal capacity, developing up to 315 hp. Only three of these cars were produced.

The car, designed by engineer Giulio Alfieri, weighed an extra 70 kg in its 12-cylinder version

and proved less successful. The Maserati 250F V12 was therefore discontinued. The chassis on display is the only V12 version to have taken part in a Grand Prix.

Frenchman Jean Behra drove the car in the 1957 Italian Grand Prix, at the Monza Circuit, widely known as "the Temple of Speed". Juan Manuel Fangio, who won several races in the six-cylinder version, also drove the V12 in the Morocco Grand Prix practice sessions.

Maserati won the 1957 Formula One World Championship with the Argentine driver, his fifth and last world title. Fangio overturned a 48-second deficit to clinch the last round in Germany. The feat is widely considered to be the best comeback ever seen in Formula One.

RENAULT RE40


Seven Renault RE40s were produced for the 1983 Formula One season. The model is part of a lineage of turbocharged single-seaters which began with the RS 01 in 1977, at a time when technology was revolutionising the discipline.

The RE40 triumphed at four Grands Prix in 1983: France, Belgium, Great Britain and Austria. At the wheel, Alain Prost came second to Nelson Piquet in the drivers' championship, missing victory by two points. It would have been a victory made in France: a French car, with a French engine, French tyres, French fuel (Elf)

and a French driver. Prost demonstrated great prowess that season, particularly in France. Having clinched pole position, he won the race held at Circuit Paul Ricard by 30 seconds from Piquet. Prost's teammate, American driver Eddie Cheever, achieved four podium places with the same model.

The RE40 was the first Renault with a carbon fibre chassis made by a French company specialising in aeronautics. Its flat underbody was added in response to the 1982 regulations which banned ground effect.

FERRARI 712 CAN AM


The Ferrari design team based the 712 on the 512M raced in endurance. The one-off model was specifically intended for the Can-Am championship. The legendary Mario Andretti was its designated driver for the 1971 season. At almost seven litres, it was Ferrari's biggest

engine ever. The car was sold to Luigi Chinetti, who made some improvements and entrusted it to Frenchman Jean-Pierre Jarier in 1972 to test it in a few rounds. It was found difficult to handle, especially compared to the Porsche 917. Brian Redman took the wheel in a few races in 1974.

Markedly different to the Italian firm's other models, the 712's characteristics were suited to US championships which require high top speed on straights and brutal acceleration.

At the time, McLaren reigned supreme in Can-Am. Mario Andretti managed fourth place at Watkins Glen with the 712 but Ferrari decided to bow out of the championship after that race.

LANCIA STRATOS ALITALIA



Unveiled in 1972, and part of the Stratos Zero concept revealed two years previously, the Lancia Stratos was the work of designer Marcello Gandini, with Nuccio Bertone responsible for the bodywork. Together, the futuristic style and the Ferrari Dino's 2.4-litre V6 engine formed an eye-catching combination.

The Stratos was designed for rally racing. In a break with tradition, the 500 road cars produced to ensure Group IV homologation were based on the racing version – rather than the other way round. The unusual strategy proved successful and the manufacturer was rewarded with a series of major race victories in Group V (prototypes), including the Tour de France Automobile.

Its short wheelbase made it nifty on asphalt surfaces and winding roads, but it had more than one trick up its sleeve. It finally obtained Group IV (Grand Tourer) homologation in 1974, contributing to Lancia's world title that year.

Thanks to Sandro Munari's skilled driving, Lancia claimed three consecutive manufacturer titles from 1974 until parent company Fiat replaced it with a different model for marketing reasons. Its classic allure and glittering success make the Stratos one of the stars of motorsport history.

TRANSPORTEUR FERRARI



Ferrari has been using Fiat trucks to transport race cars since the 1950s. The two brands were already linked in many ways, long before Fiat acquired 50% of Ferrari in 1969.

Acknowledged for its robustness and versatility, the 643 was altered by Turin-based truck preparer Rolfo. Fitted with three axles and a diesel engine with plenty of torque, the truck could carry three cars on two levels.

Scuderia Ferrari also used it to transport precious tools and parts.

KEEPING LEGENDS ALIVE – CURRENT RESTORATION WORK

At M24, restoration is a work of art and displayed as such.

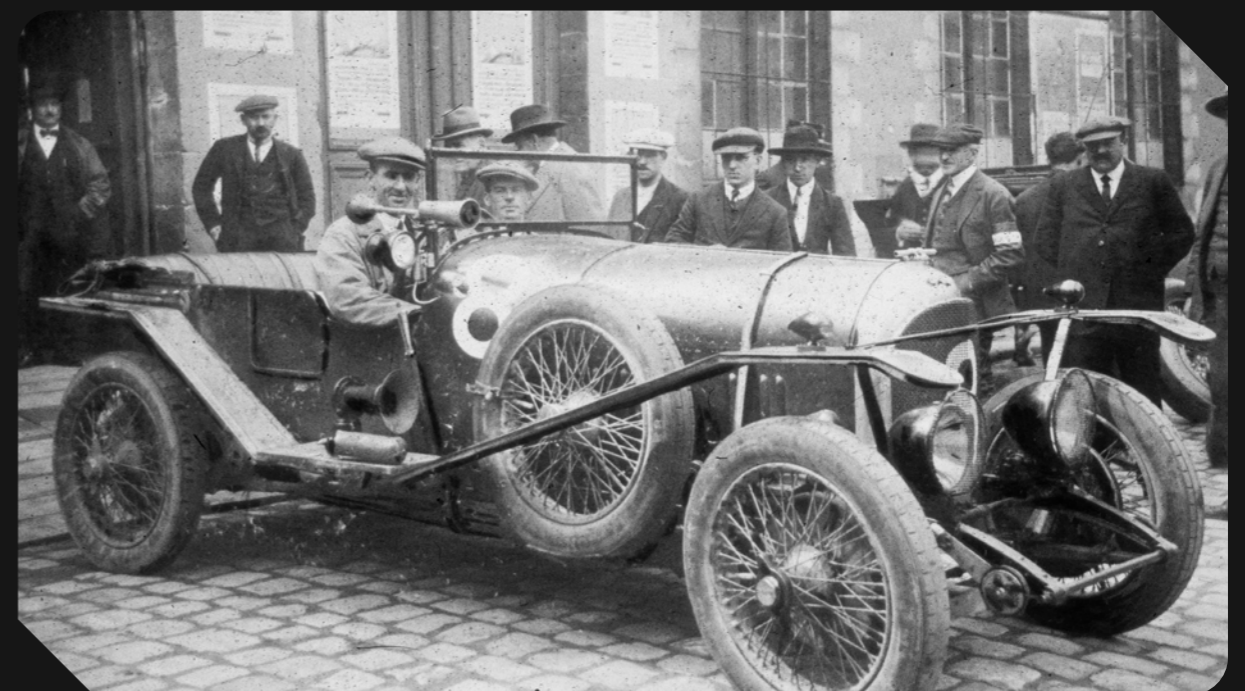
Our collections change in pace with the restorations conducted on site. Three models, all steeped in history, are currently in the workshop and will soon emerge with a new lease of life. First, the 3-litre Bentley, winner of the 1924 24 Hours of Le Mans, is the pride and joy of M24. This car covered the most ground at the second race, making it the oldest surviving winner. It is undergoing a complete renovation, both mechanical and cosmetic.

Thanks to in-depth research, the car is to be restored in keeping with its original appearance, including a purpose-designed aluminium body and wood panelling. The chassis, engine block, radiator and axle are all the 1924 originals.

The Ford GT40 renovation project is similar in many ways. This 1960s icon and star of the film Ford v Ferrari is currently being serviced nearby. Again, much research was necessary to reproduce its original features. Many parts have been completely rebuilt: the bodywork, engine, gearbox and various decorative elements, to

resemble the 1967 24 Hours of Le Mans model. When it leaves the workshop, the GT40 will be one of the world's best-restored specimens, with over 85% of its parts dating from 1967.

It will be joined by the incredible Ferrari 166 MM, the first car bearing a Prancing Horse badge to win Le Mans, in 1949. The engine belonging to this highly popular car is currently being restored. M24 sets the standard for automotive museums by breathing new life into its collections.



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A RICH, DIVERSE CULTURAL EXPERIENCE

LOOK FORWARD TO A FUN, IMMERSIVE VISIT!

Unforgettable tours of the workshop and circuit

The cultural experience includes guided tours, with general or focused themes. Once or twice a month, M24 will be opening the doors to its workshop, one of the cornerstones of the museum's concept.

All the cars on display are in working order, and require periodic restoration work to remain so. The workshop can be visited in small groups and regular visitors will observe different cars over time.

The 90-minute guided tour will cover the 24 Hours of Le Mans, or rallying, IndyCar and Formula One. Admission pricing is tailored to ensure access for all.

A special bundle includes a two-hour guided tour of the Circuit des 24 Heures du Mans, including all the secrets of the world's greatest endurance race.



Family activities

During (local) school holidays, the museum will be offering special family workshops on various themes. Sustainable Endurance Award workshop attendees will learn all about how social responsibility strategies translate to concrete action.

In the Make Your Own Luck workshop, participants design a lucky charm, just like many drivers have, using automotive techniques. And, of course, they get to take it home!

In the Poster Design workshop, fans can create their own 24 Hours of Le Mans poster, depicting what the race means to them. Creativity and racing spirit is encouraged! Each workshop lasts an hour and introduces participants to the customs and legends surrounding the race.



Children's classroom

M24 is a fun place to be at all ages.

Young visitors have their own friendly 70 m² screen-free classroom area in which to learn, play and rest. The furniture can be moved around to suit activities.

Full capacity is 15-20 people. Children discover the world of racing thanks to the many interactive elements: peep boards, wheeled bookshelves, a "guess who", a table-top circuit map, podium photo call and a replica car to be explored.

Visitors may open the doors, bonnet and boot, and even remove the wheels.



School groups welcome

Similarly, the museum welcomes school groups of all ages, with the aim of passing on the rich heritage of motorsport to younger generations. Special guided tours take place throughout the year, adapted to suit the class age group.

Young children learn about a driver's emotions and distinguish colours and outlines of the cars on display.

Older children may study the history of the race in more detail and learn more about the circuit's wartime role. Cultural mediation for school groups is based on the French national syllabus for history, geography and moral and civic education (sustainable mobility and road safety).

The full offer comprises 17 themed visits and workshops covering all aspects, including circuit tours adapted to suit age groups.



PROLONG THE EXPERIENCE

Located at the end of the visit, the official 24 Hours of Le Mans Official Store rounds off or even prolongs the experience. The totally redesigned 300 m2 shop floor houses items to tempt everyone from the simply curious to the dyed-in-the-wool fan.

The completely redesigned store offers visitors a unique experience. Purchase or not, the gift shop is the last stage of a memorable visit.

Opening times coincide with those of the museum, all year round, seven days a week, including during races.



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//// The F2002 had a different chassis, with a sleeker rear, improved aerodynamics and a lightweight titanium gearbox. © Louis Monnier

THE PERFECT PLACE FOR A MEETING

Offering modern rooms, catering and exclusive cultural experiences, M24 is also a new conference venue at the Circuit des 24 Heures du Mans.

The two 70 m² rooms can be opened up and the resulting space can comfortably host 110 people for training sessions, conferences and presentations.

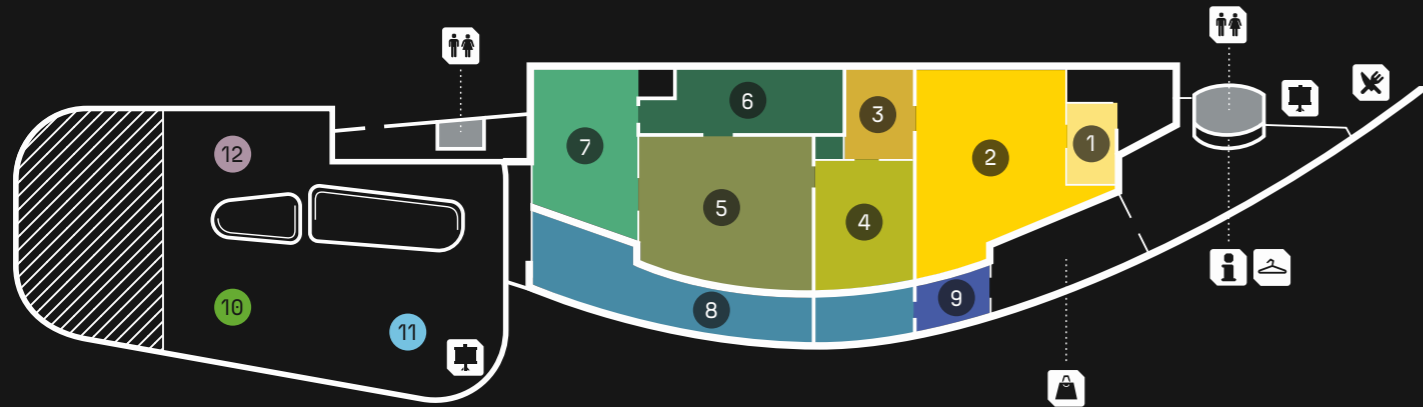


In addition, a 50 m² video conferencing room seats up to 18. The more intimate space has the modern technology ideal for hybrid meeting formats. A 80 m² reception room completes the offer.

The light-filled room seats up to 18 and can accommodate larger groups for a buffet setup. All in all, M24 offers unrivalled comfort, right on the doorstep of the 24 Hours of Le Mans.



VISITOR INFORMATION



THE 24 HOURS OF LE MANS

- 1 Scrutineering
- 2 The start
- 3 The Bollées
- 4 After Dark
- 5 The pits
- 6 The workshop
- 7 Sweet victory
- 8 The champions
- 9 Le Mans in miniature

MOTORSPORT

- Temporary exhibition
- 10 Formula One
- 11 Rallying
- 12 IndyCar

FACILITIES & SERVICES

- Reception
- Toilets
- Cloakroom
- Café
- Gift Shop
- Meeting rooms

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